

# Introducing *Census Business Builder* 2.3

North Dakota State Data Center  
2018 Demographics Conference  
March 20, 2018



# Agenda

- Introduction
- Census Bureau Overview
- Census Economic Surveys
- Census Business Builder 2.3 Demo
- The Economic Census
- Q&A

# About the Census Bureau

- The U.S. Census Bureau is the federal government's largest statistical agency.
- We conduct more than 130 censuses and surveys each year, including
  - **The Decennial Census** – the once-a-decade population and housing count of all 50 states
  - **The American Community Survey** – the ongoing annual survey of the nation's population
  - **The Economic Census** – the official five-year measure of American business
- Our mission is to serve as the leading source of quality data about America's people, places, and economy.

**Decennial Population  
and Housing Census**  
Every 10 years

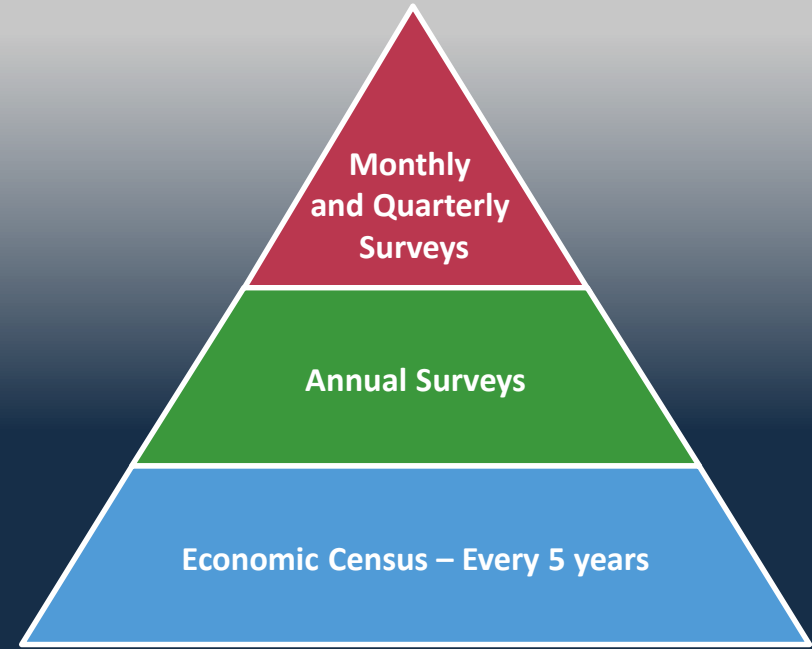
**Economic Census**  
Every 5 years

**Census of Governments**  
Every 5 years

**American Community Survey**  
Annual

**Annual Retail Trade**  
Annual

**Plus more than 130  
demographic and economic  
surveys every year**



## Census Economic Surveys

- Census Bureau Economic Surveys are a key source for official statistics companies can use:
  - Monthly and Quarterly are small sample surveys that provide the most **TIMELY** data available
  - Annual surveys have larger samples and provide the most up-to-date **TREND** data available
  - Every 5 years, the Economic Census measures all businesses and provides the most **COMPREHENSIVE** data available
- These surveys set the standard for U.S. economic statistics, and are fueled by the data provided by individual businesses





# About the Economic Census

- The U.S. Census Bureau measures the nation's population once every 10 years. It also measures U.S. businesses every 5 years with the Economic Census
- The next Economic Census will be conducted in the second quarter of 2018. Companies report their 2017 year-end numbers
- Response is required by law
- Responses are confidential. Company data is used for statistical purposes only. The Census Bureau is required by law to keep your information private and secure
- Response is required online. This reduces the time needed for completion, improves accuracy, and provides significant cost savings for taxpayers
- Results from the Economic Census are free and available to guide business decisions and policy-making

# CBB 2.3 Demo




**Census Business Builder: Small Business Edition - 2.3**




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## Determine the Best Location for Your Business

**1. What type of business do you want to research?**

Select the type of business you want to research by either selecting it first from the "Most Popular" categories below (and the detailed list provided) or by using the Type of Business Search. (You must choose one type of business.)

 Construction
  Food Services
  Healthcare

 Personal Services
  Prof & Biz Services
  Retail

or Search for your type of business

**2. Where are you considering locating the business?**

Select the location you want to research either clicking on the My Location button or by searching for it.

or

Click "Go to Map" to browse the information about the potential customers and competitors for the location you are researching. (Note: You must choose a Type of Business and Location.)

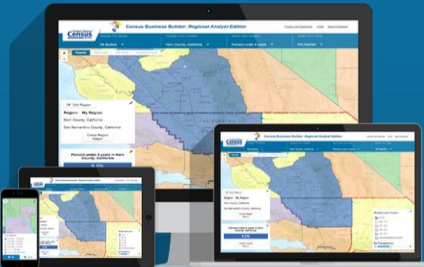
Click "Create Report" to go straight to the report for your type of businesses and location. (Note: You must choose a Type of Business and Location.)

Powered by the U.S. Census Bureau and Esri. For help using this tool (including tutorial flyers and FAQs), see the [CBB Home Page](#).  
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Release: 2.3 (Build: 11)

**Census Business Builder: Regional Analyst Edition - 2.3**

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## Define your region



**What is the primary state, county, city/town, or ZIP Code in your region?**

Select the primary state, county, city/town, or ZIP Code in your region by either clicking on the My Location button or by searching for it.

or

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## Guiding Principles

- Easy to use
- Customer focused
- Provide access to Census data and more
  - USDA & third party
- Leverage existing Census investments
  - Esri, API
- Use latest technology
  - Cloud
- Provide for free

## CBB Home Page

<https://www.census.gov/data/data-tools/cbb.html>



# Q & A and Thank You!

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